



WPTV

Print Date: 09/17/12

Page 2 of 4

Contract / Revision

311123

Flight Dates 09/15/12-09/21/12

Hiatus Dates Hiatus Dates: 09/11/12

Original Date / Revision 09/14/12/ 09/14/12

Order Sep 00:30:00

Advertiser Obama / Democrat / Presid Product Obama for America

Estimate # 1775

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals			
														Spots	Amount		
				M-F 7-9a													
				M-F 7-9a													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
		Week: 09/15/12	09/21/12	MTWTF--		2	\$800.00			0.00							
N 4	WPTV	09/15/12	09/21/12	Sa 7-8a Sa 7-8a	CM	7-8a			-----S-	1:00	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>								
		Week: 09/15/12	09/21/12	-----S-		1	\$900.00			0.00							
N 5	WPTV	09/15/12	09/21/12	Su 7-8a Su 7-8a	CM	7-8a			-----S	1:00	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>								
		Week: 09/15/12	09/21/12	-----S		1	\$550.00			0.00							
N 6	WPTV	09/15/12	09/21/12	M-F 9-10a M-F 9-10a	CM	9-10a			MTWTF--	1:00	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>								
		Week: 09/15/12	09/21/12	MTWTF--		2	\$800.00			0.00							
N 7	WPTV	09/15/12	09/21/12	M-F 10-11a M-F 10-11a	CM	10-11a			MTWTF--	1:00	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>								
		Week: 09/15/12	09/21/12	MTWTF--		2	\$650.00			0.00							
N 8	WPTV	09/15/12	09/21/12	M-F 11-12n M-F 11-12n	CM	11a-12p			MTWTF--	1:00	1	\$270.00	P-3	0.00	NM	1	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>								
		Week: 09/15/12	09/21/12	MTWTF--		1	\$270.00			0.00							
N 9	WPTV	09/15/12	09/21/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p			MTWTF--	1:00	3	\$250.00	P-3	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>								
		Week: 09/15/12	09/21/12	MTWTF--		3	\$250.00			0.00							
N 10	WPTV	09/15/12	09/21/12	M-F 1-2p M-F 1-2p	CM	1-2p			MTWTF--	1:00	2	\$232.00	P-3	0.00	NM	2	\$464.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>								
		Week: 09/15/12	09/21/12	MTWTF--		2	\$232.00			0.00							
N 11	WPTV	09/15/12	09/21/12	Sa 8-10a Sa 8-10a	CM	8-10a			-----S-	1:00	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>								
		Week: 09/15/12	09/21/12	-----S-		1	\$1,100.00			0.00							
N 12	WPTV	09/15/12	09/21/12	Thursday Prime A SNL Spcl/Up all night	CM	8-9p			---T---	1:00	2	\$1,500.00	P-3	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>								
		Week: 09/15/12	09/21/12	---T---		2	\$1,500.00			0.00							
N 13	WPTV	09/15/12	09/21/12	M-F 4p-5p M-F 4p-5p	CM	4-5p			MTWTF--	1:00	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>								
		Week: 09/15/12	09/21/12	MTWTF--		1	\$550.00			0.00							
N 14	WPTV	09/15/12	09/21/12	M-F 5-530p M-F 5-530p	CM	5-530p			MTWTF--	1:00	2	\$3,200.00	FX	0.00	NM	2	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>								
		Week: 09/15/12	09/21/12	MTWTF--		2	\$3,200.00			0.00							
N 15	WPTV	09/15/12	09/21/12	M-F 530-6p M-F 530-6p	CM	530-6p			MTWTF--	1:00	2	\$3,200.00	FX	0.00	NM	2	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>								
		Week: 09/15/12	09/21/12	MTWTF--		2	\$3,200.00			0.00							



WPTV

Print Date: 09/17/12

Page 3 of 4

Contract / Revision

311123

Flight Dates 09/15/12-09/21/12

Hiatus Dates Hiatus Dates: 09/11/12

Original Date / Revision 09/14/12/ 09/14/12

Order Sep 00:30:00

Advertiser Obama / Democrat / Presid Product Obama for America

Estimate # 1775

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Spots	Amount	
N15	WPTV	09/15/12	09/21/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	1:00	2	\$3,200.00	FX	0.00	NM	2	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/12	09/21/12	MTWTF--		2	\$3,200.00			0.00					
N16	WPTV	09/15/12	09/21/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	1:00	3	\$3,600.00	FX	0.00	NM	3	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/12	09/21/12	MTWTF--		3	\$3,600.00			0.00					
N17	WPTV	09/15/12	09/21/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	1:00	2	\$6,000.00	FX	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/12	09/21/12	MTWTF--		2	\$6,000.00			0.00					
N18	WPTV	09/15/12	09/21/12	Sa 6p Sa 6p	CM	6-630p	-----S-	1:00	1	\$1,700.00	FX	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/12	09/21/12	-----S-		1	\$1,700.00			0.00					
N19	WPTV	09/15/12	09/21/12	Su 6p Su 6p	CM	6-630p	-----S	1:00	1	\$1,700.00	FX	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/12	09/21/12	-----S		1	\$1,700.00			0.00					
N20	WPTV	09/15/12	09/21/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	1:00	1	\$1,900.00	FX	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/12	09/21/12	MTWTF--		1	\$1,900.00			0.00					
N21	WPTV	09/15/12	09/21/12	M-F 730-8p M-F 730-8p	CM	730-8p	MTWTF--	1:00	1	\$1,900.00	FX	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/12	09/21/12	MTWTF--		1	\$1,900.00			0.00					
N22	WPTV	09/15/12	09/21/12	Sa 7-8P Sa 7-8P	CM	7-8p	-----S-	1:00	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/12	09/21/12	-----S-		1	\$1,000.00			0.00					
N23	WPTV	09/15/12	09/21/12	Tuesday Prime C parenthood	CM	10-11p	-T-----	1:00	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/12	09/21/12	-T-----		1	\$3,000.00			0.00					
N24	WPTV	09/15/12	09/21/12	Friday Prime A alma awars	CM	8-9p	----F--	1:00	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/12	09/21/12	----F--		1	\$1,200.00			0.00					
N25	WPTV	09/15/12	09/21/12	NFL Pregame NFL Pregame	CM	4-10p (7:00 PM-8:15 PM)	-----S	1:00	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/12	09/21/12	-----S		1	\$1,800.00			0.00					
N26	WPTV	09/15/12	09/21/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	MTWTF--	1:00	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/12	09/21/12	MTWTF--		2	\$1,200.00			0.00					
N27	WPTV	09/15/12	09/21/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	1:00	1	\$2,800.00	FX	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/12	09/21/12	-----S-		1	\$2,800.00			0.00					



WPTV

Print Date: 09/17/12

Page 4 of 4

Contract / Revision**311123** Flight Dates **09/15/12-09/21/12**Hiatus Dates Hiatus Dates: 09/11/12Original Date / Revision 09/14/12/ 09/14/12Order Sep 00:30:00Advertiser **Obama / Democrat / Presid** Product **Obama for America**Estimate # **1775**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
N27	WPTV	09/15/12	09/21/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	1:00	1	\$2,800.00	FX	0.00	NM		1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/15/12	09/21/12	-----S-		1	\$2,800.00			0.00						
N28	WPTV	09/15/12	09/21/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	-----S	1:00	1	\$1,200.00	P-3	0.00	NM		1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/15/12	09/21/12	-----S		1	\$1,200.00			0.00						
N29	WPTV	09/15/12	09/21/12	Sa 1130p-1a Sa 1130p-1a	CM	1130p-1a	-----S-	1:00	1	\$1,450.00	P-1	0.00	NM		1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/15/12	09/21/12	-----S-		1	\$1,450.00			0.00						
N30	WPTV	09/15/12	09/21/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	MTWTF--	1:00	1	\$550.00	P-1	0.00	NM		1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/15/12	09/21/12	MTWTF--		1	\$550.00			0.00						
N31	WPTV	09/15/12	09/21/12	M-F 1235-135a M-F 1235-135a	CM	1235-0135a	MTWTF--	1:00	1	\$450.00	FX	0.00	NM		1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/15/12	09/21/12	MTWTF--		1	\$450.00			0.00						
													Totals		46	\$74,634.00